

## **3. Advanced Questionnaire Results**

### **3.1 Introduction**

The advanced survey expanded on the base questionnaire and included detailed investigations of reasons for using or not using tobacco, quitting behaviour and motivations, attitudes toward tobacco and tobacco control, as well as psychographics and lifestyle indicators. The results of the advanced questionnaire were also used for segmentation purposes.

The advanced survey results reported here are based on 1501 telephone interviews, randomly obtained throughout the course of the survey, plus an oversample of 167 cigarette smokers, for a total of 1668. Additional interviews were conducted to raise the cigarette smoker sample to 500. The margin of error for a sample size of 1668 is  $\pm 2.4\%$  nineteen times out of twenty. The composite sample of 1668 interviews was weighted to reflect known provincial age, gender and cigarette smoker proportions.

Reporting of the advanced survey results includes a discussion of the reasons for smoking, quitting or never using tobacco, followed by attitudes towards tobacco and tobacco control, a discussion of the rationale behind the segmentation analysis, and a discussion of the segment structure that emerged from the analysis.

## **3.2 Reasons for Using, Quitting & Never Using Tobacco**

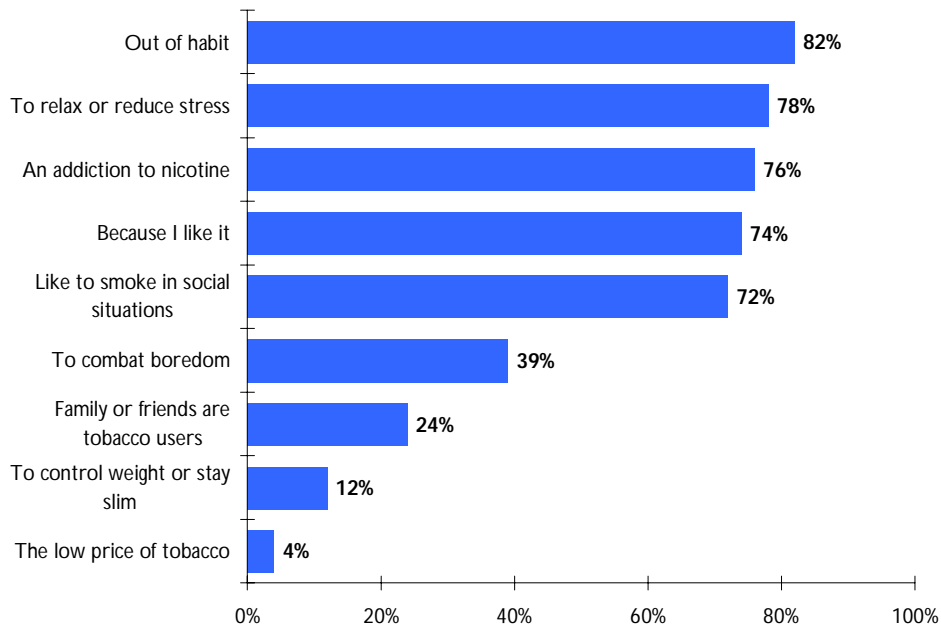
One of the key purposes of the advanced questionnaire was to obtain more detailed information on the personal attributes of respondents, especially their motivations for tobacco usage. In this section, the survey findings obtained from the advanced questionnaire concerning the reasons B.C. residents have for using tobacco, quitting and never using tobacco are summarized.

### **3.2.1 Reasons for Smoking or Using Tobacco**

All current tobacco users who responded to the advanced questionnaire were asked about different reasons they might have for smoking or using tobacco. More specifically, they were asked "here are some reasons you might have for smoking or using tobacco, for each one tell me if it is reason for you?". "Yes" responses for these nine different reasons are outlined in the graph below.

A majority of all current users indicated they smoked or used tobacco: out of habit (82%), to relax or reduce stress (78%), from an addiction to nicotine (76%), because they like it (74%), and because they like to smoke in social situations such as at bars or parties (72%). On the other hand, a minority of all current users indicated they smoked or used tobacco: to combat boredom (39%), because their family or friends are tobacco users (24%), to control weight or stay slim (12%), and because of the low price of tobacco (4%).

**Reasons for Smoking or Using Tobacco, All Current Tobacco Users, Aged 12+, British Columbia, 1997**



These findings are generally consistent with those reported from the 1994 Survey of Smoking in Canada (Cycle 4), which asked all current cigarette smokers (aged 15+) why they smoked. In the 1994 survey, this question was un-prompted, and therefore the proportions are much smaller than those obtained in the present survey. Nevertheless, the main reasons given by current cigarette smokers in the national survey of 1994 were: out of habit (36%), because they like it (33%), to relax or relieve stress (19%), and from an addiction to nicotine (18%).

A few gender and age-related differences are evident in the present survey data among the reasons given by current smokers or tobacco users (data not shown in graph). For instance, males who currently use tobacco are somewhat more likely than females to say

they do so “because they like it” (77% vs. 70%), while females are much more likely than males to say they use tobacco “to control weight or stay slim” (17% vs. 7%).

Additionally, at least a few of the main reasons for using tobacco are also strongly tied to the age of current tobacco users. For example, the proportion of current users who say they “like to smoke in social situations” declines steadily from 83% of 12 to 18 year olds to 43% of those aged 65 and over. Similarly, the proportion who smoke “to combat boredom” declines steadily from 52% among current users aged 12 to 18 to 32% among current users aged 65 and over. Finally, the proportion of current users who say they smoke “because their family or friends are tobacco users” drops continuously from 43% among 12 to 18 year olds to just 10% among those aged 65 and over.

### **3.2.2 Quitting Behaviour and Motivations**

#### **Quit Attempts in the Past Year**

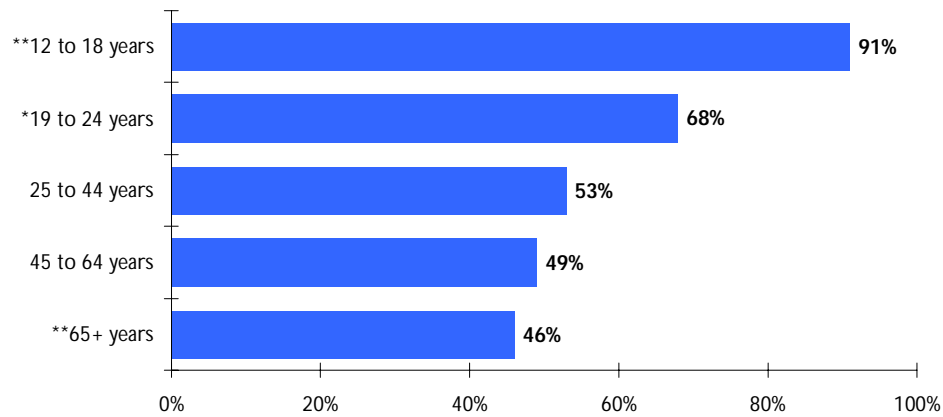
All current tobacco users were asked about any quit attempts they might have made in the past year. A quit attempt was defined as stopping smoking or using tobacco altogether for at least 24 hours.

Nearly 56% of all current tobacco users indicated that they had made one or more quit attempts in the past year. As shown in the chart below, female users are somewhat more likely than male users to report making one or more quit attempts (60% vs. 52%).

Number of Quit Attempts in the Past Year, by Gender, among All Current Tobacco Users, Aged 12+, British Columbia 1997			
	All	Males	Females
	%	%	%
<b>Quit Attempts:</b>			
0 times	40	42	37
1 time	16	14	18
2 to 3 times	18	18	18
4 to 5 times	6	5	6
6 to 10 times	6	5	6
11+ times	10	10	11
Don't know/not sure	5	5	4
<i>Quit attempts = stopping smoking or using tobacco altogether for at least 24 hours</i>			

On average, current tobacco users reported making 5.4 quit attempts during the past year. This average number of quit attempts in the past year is somewhat higher among female users than male users (6.2 vs. 4.7). Making one or more attempts to quit is also strongly associated with the age of the tobacco user. As shown in the graph below, current users making one or more quit attempts in the past year are much more likely to be younger (i.e., aged 12 to 18 or 19 to 24 years), than older (i.e., aged 45 to 64 or 65+ years).

**One or More Quit Attempts in the Past Year, by Age,  
Among All Current Tobacco Users, Aged 12+, British  
Columbia, 1997**



*Quit attempt = Stopping smoking or using tobacco altogether*

*\*Interpret with caution, subsample base size less than 100*

*\*\*Interpret with extreme caution, subsample base size less than 50*

## Reasons for Quitting

Both former tobacco users (regardless of when they quit) and all current tobacco users who had made one or more quit attempts in the past year, were asked (without any prompting) about their main reasons for quitting. Across both former and current users, the most common reasons given for quitting or making a quit attempt, included: concern about the “future health effects” of tobacco use (32%), its “affect on current health” (31%), the “cost of tobacco” or cigarettes (17%), and because they “don’t like the taste, smell or habit” (10%). Twelve additional reasons for quitting were also furnished by respondents, but these were mentioned by less than 10% of current and former users (see graph). For at least three of the more common reasons for quitting noted above, the proportion of former and current tobacco users who volunteered it as main reason depended on the age of the user (data not shown in graph). In particular, the “cost of tobacco” diminished steadily in importance with age, from 25% of those aged 12 to 18 to 16% of those aged 65 and over. By contrast, the importance of “its affect on current

health" increased with age, from 17% of those aged 12 to 18 to 37% of those aged 65 and over; as did the importance of "its effects on future health," from 8% of those aged 12 to 18 to 37% of those aged 65 and over. As displayed in the chart below, there are also several noteworthy differences between former tobacco users (who have quit successfully) and current tobacco users (who have made one or more unsuccessful quit attempts in the past year), when it comes to their main reasons for quitting.

Main Reasons for Stopping Smoking or Using Tobacco by Former Tobacco and Current Tobacco Users who Made 1+ Quit Attempts in the Past Year, Aged 12+, British Columbia 1997		
	Former Users	Current Users Trying to Quit
	%	%
Concern about future health effects	38	20
Effects on current health	34	25
Cost of tobacco/cigarettes	16	17
Don't like taste/smell/habit	10	9
No reason just quit	8	16
Social/family pressures	9	8
Concern about effects on other's health	8	4
Pregnancy/had a baby	4	3
Lost the urge/not interested	3	4
Advice of physician or doctor	3	2
Was ill/too sick	<	5
Restrictions on smoking at work/school	1	1
Restrictions on smoking in other public places	1	2
Friends/relatives/spouse doesn't smoke	1	2
Ran out of cigarettes	<	4
Some other reason	6	9
Don't know/not sure	1	1
<Less than 0.5%		

For example, former users are more likely than current users to say they were concerned about the "future health effects" (38% vs. 20%), and its "affect on their current health" (34% vs. 25%), as well as on "other people's health" (8% vs. 4%). Conversely, current users are more likely than former users to say they tried to quit:

“for no reason, they just quit” (16% vs. 8%), “was ill or too sick” (5% vs. less than 0.5%), or “simply ran out of cigarettes” (4% vs. Less than 0.5%).

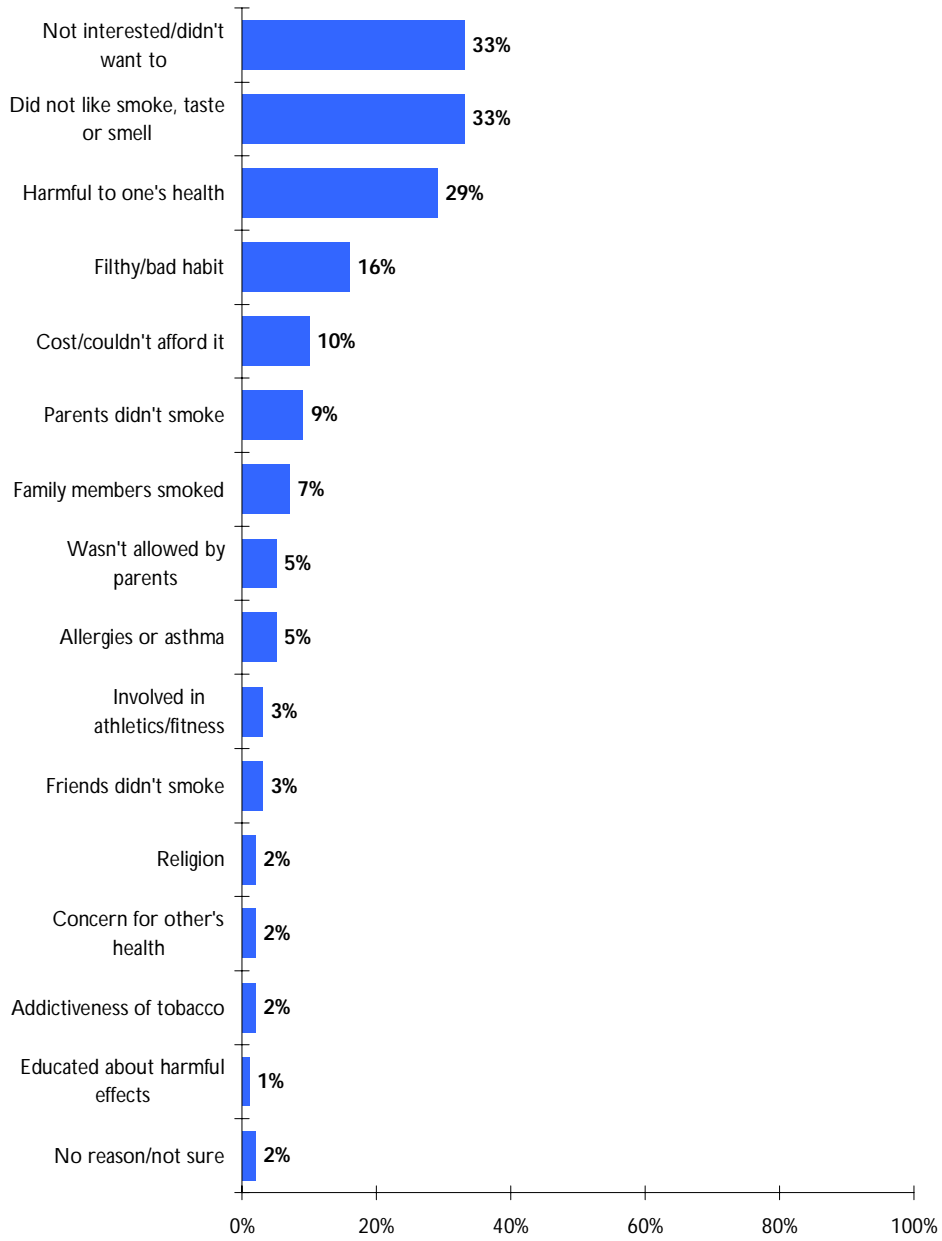
Overall, these findings are generally consistent with those reported from the 1994 Survey of Smoking in Canada (Cycle 3), which only asked former cigarette smokers (aged 15+) why they quit smoking. This question was also un-prompted, and the main reasons given by former cigarette smokers in this national survey of 1994 were quite similar to those noted above by former users: concern about future health effects (32%), affects on current health (25%), followed by the cost of cigarettes (16%).

### **3.2.3 Reasons for Never Starting to Smoke or Use Tobacco**

Residents who have never used tobacco were asked, without prompting, their main reasons for having never started to smoke or use tobacco. Results are shown in the graph on the following page. The major reasons cited by all never users for not starting, included: “not interested or didn’t want to” (33%), “didn’t like smoke, taste or smell” (33%), “harmful to one’s health” (29%), and “filthy/bad habit” (16%). Twelve additional reasons for never starting were furnished by respondents, but each of these was mentioned by 10% or fewer.

These findings are also quite consistent with those reported from the 1994 Survey of Smoking in Canada (Cycle 4), which asked all respondents (aged 15+) who have never smoked cigarettes why they never started to smoke. This question was also un-prompted, and the main reasons given by the never cigarette smokers in this national survey of 1994 were quite similar to those noted above: “didn’t like it” (28%), “not interested” (22%) and “concern for health” (15%).

**Reasons for Smoking or Using Tobacco, All Current Tobacco Users, Age 12+, B.C., 1997**



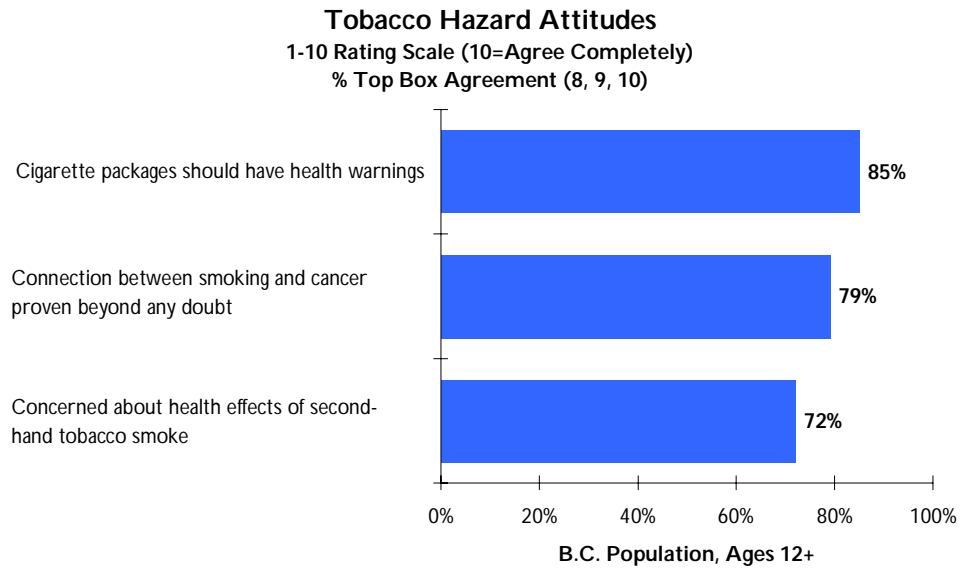
A few gender and age-related differences are evident in the present survey data, among the reasons given for never starting to smoke or use tobacco (data not shown in graph). Females who have never used tobacco are somewhat more likely than their male counterparts to say: they were "not interested or didn't want to" (36% vs. 29%), they thought it was a "filthy or bad habit" (18% vs. 12%), and that their "parents didn't smoke" (10% vs. 5%). Additionally, at least two of the major reasons given for not starting to use tobacco are also strongly tied to the age of never users (data not shown in graph). For example, the proportion of never users who volunteered that it is "harmful to one's health" as a main reason declines steadily with age from 48% of 12 to 18 year olds to 11% of those aged 65 and over. Similarly, the proportion who volunteered that it is "filthy or bad habit" declines continuously from 33% among never users aged 12 to 18 to 13% among never users aged 65 and over.

### **3.3 Attitudes Towards Tobacco & Tobacco Control**

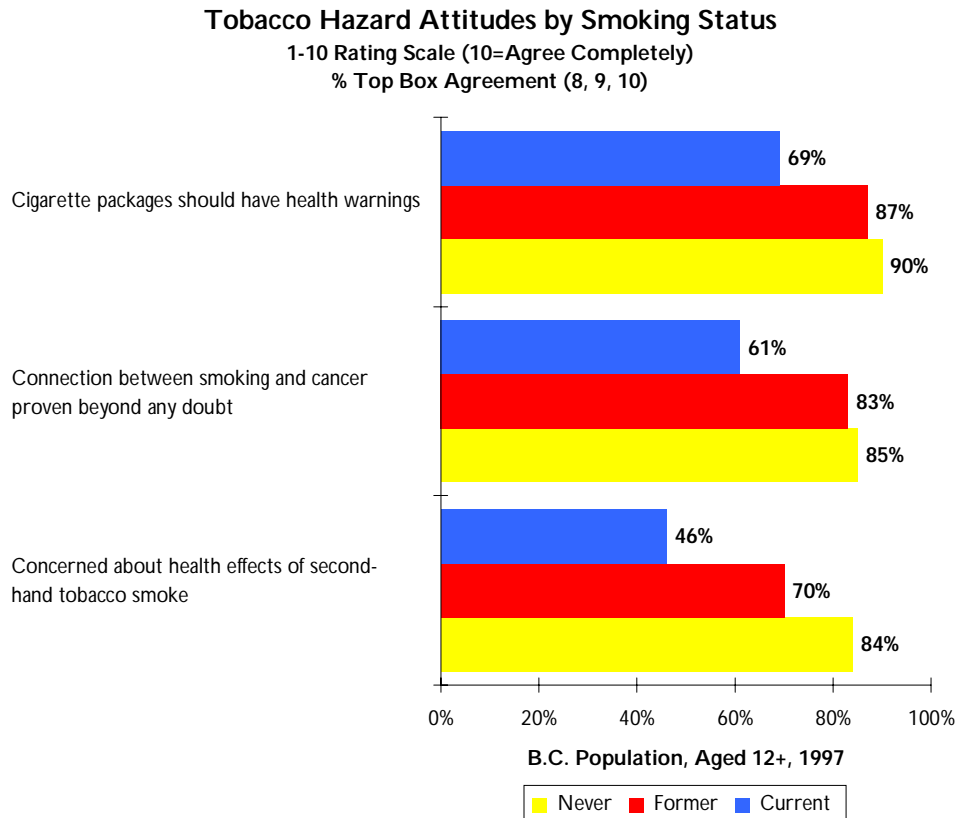
Respondents were asked to give their level of agreement with a variety of statements relating to tobacco and smoking policy. They were then based on both their substantive areas and their statistical relationships using factor analysis, which is discussed in more detail later in this report. In addition, respondents were asked about their preference for smoking or non-smoking sections and support for a bylaw in their community prohibiting smoking in all indoor public places.

#### **3.3.1 Tobacco Hazard Related Attitudes**

The summary chart below suggests that there is an extremely high degree of consensus among British Columbians that tobacco represents a health risk, not only to its users but also to others in the form of secondhand or environmental tobacco smoke (ETS). Not surprisingly, nearly seven out of every eight respondents (85%) went along with the practice of printing health warnings on cigarette packages. The connection between smoking and cancer is also a foregone conclusion for four out of five British Columbians (79%), and almost as many express concern about the health effects of secondhand smoke (72%).



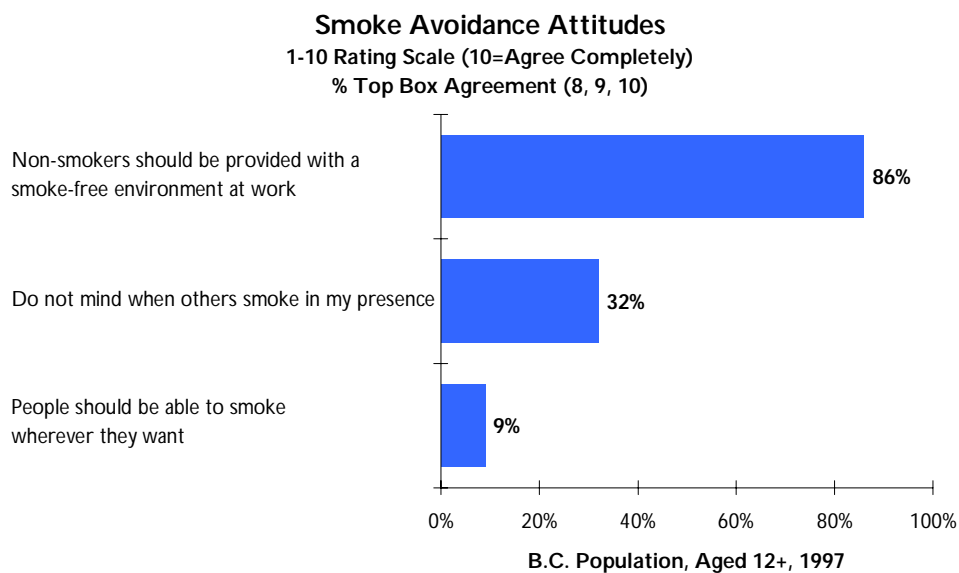
These findings are remarkably consistent across demographic groups in the province. Even the small proportion of early adolescents (ages 12-14) showed a high level of agreement with the *Tobacco Hazard* items. The only substantial difference of opinion appeared in regard to smoking behaviour in the graph below:



Current smokers were less than unanimous about health warnings and the linkage between cigarettes, but a majority still agreed with health warnings on packages (69%) and the presence of a link between smoking and cancer (61%). Smokers differed from the rest of the population primarily in their relative lack of concern about ETS (only 46%) - not a surprising result, since secondhand smoke is less threatening to those who voluntarily expose themselves to primary smoke. Reasons for smokers to be concerned about the health effects of secondhand smoke may centre on exposure to their own children.

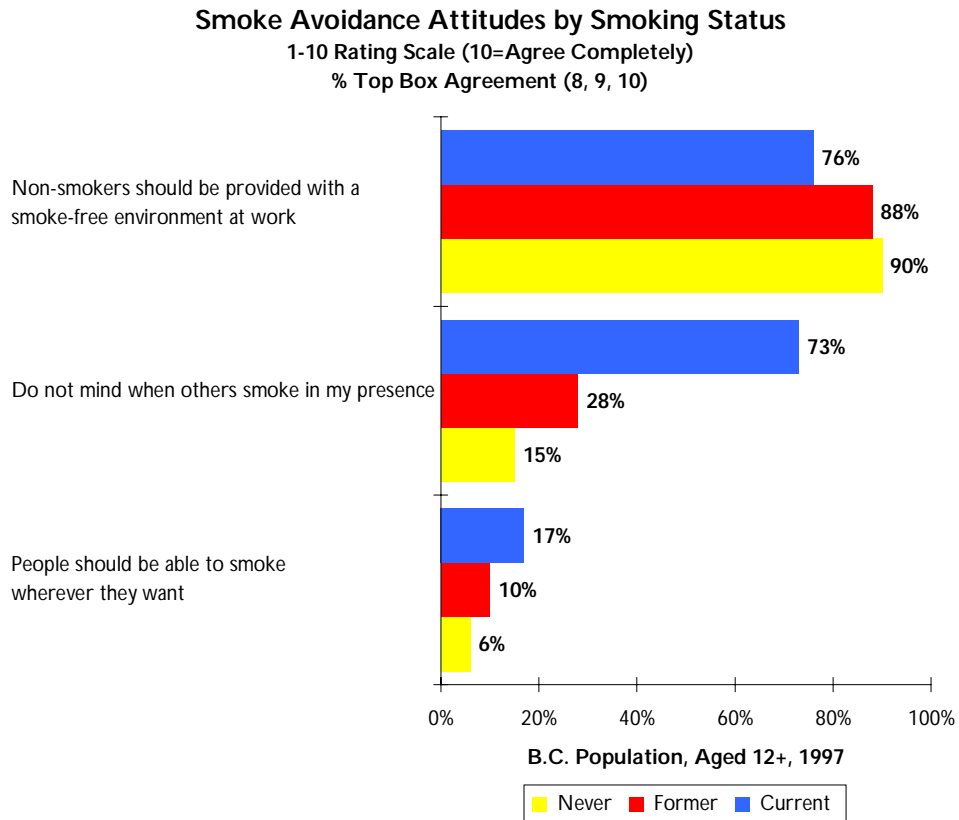
### 3.3.2 Smoke Avoidance Attitudes

Related to the *Tobacco Hazard* factor, we also identified a set of *Smoke Avoidance* attitudes. These measures are especially interesting because they show how much of a marginalized or stigmatized behaviour smoking has become for British Columbians. There is a high acceptance of the idea that non-smokers have a right to a smoke free environment in their workplace (86%). There is correspondingly little evidence of any expectation that secondhand smoke is just something people should be prepared to “put up with” in everyday work and social situations. Barely a third (32%) of British Columbians said that they did not mind when other people smoked, and less than a tenth (9%) went along with the idea that people should be able to smoke wherever they want.



Even the majority of smokers show signs of accepting these new rules. More than three quarters (76%) agreed that non-smokers had a right to a smoke-free work environment, and only 17% of smokers thought they should be able to smoke anywhere they wanted.

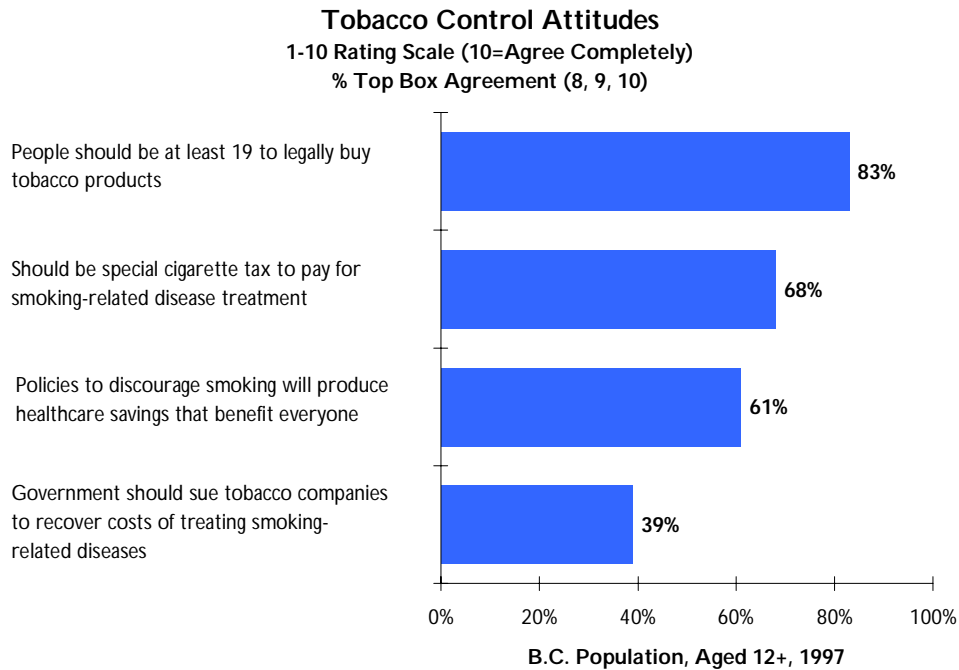
The only obvious difference is the 73% of smokers who didn't mind others smoking in their presence.



### 3.3.3 Tobacco Control Attitudes

Moving from attitudes reflecting tobacco hazards and avoidance to more proactive measures, we found that a set of *Tobacco Control* attitudes represented a progression of increasingly hard-nosed approaches to dealing with the social costs of smoking. At the top of the list, more than eight out of every ten British Columbians support the prohibition of tobacco sales to persons younger than 19 years of age. Just over two-thirds support special cigarette taxes to pay for treatment of smoking related diseases (68%) and agree with the argument that policies to discourage smoking will produce health care savings of benefit to all (61%). The only policy initiative that fails to gain

majority support among the population is suing tobacco companies to recover the costs of treating tobacco related diseases (39%).

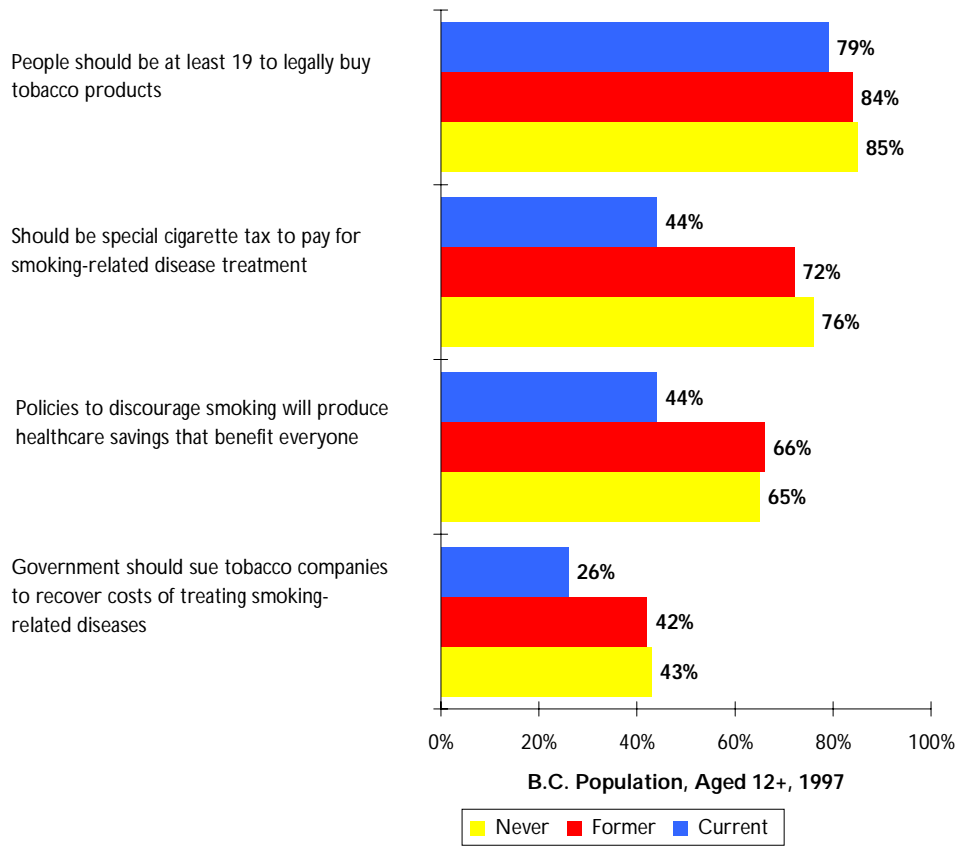


Predictably, current smokers are markedly less enthusiastic about all of these initiatives with the interesting exception of age restrictions on tobacco purchases - there is virtually no difference between smokers and the rest of the population about the desirability of keeping tobacco away from minors.

**Tobacco Control Attitudes by Smoking Status**

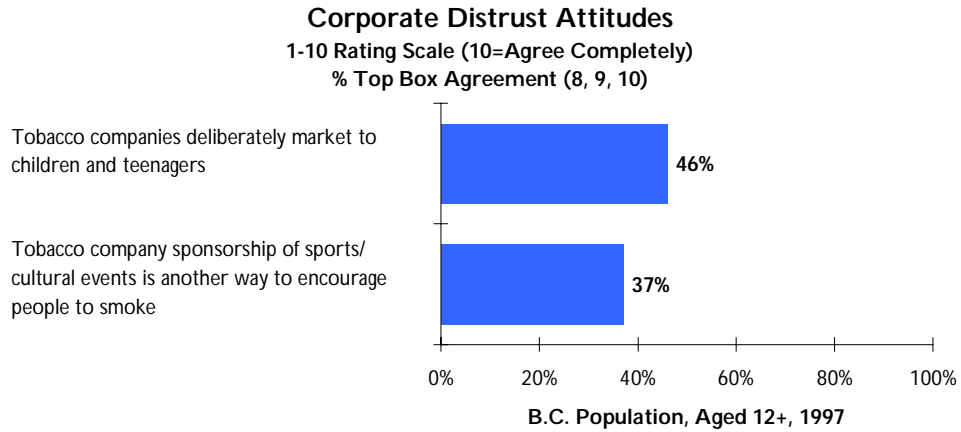
1-10 Rating Scale (10=Agree Completely)

% Top Box Agreement (8, 9, 10)

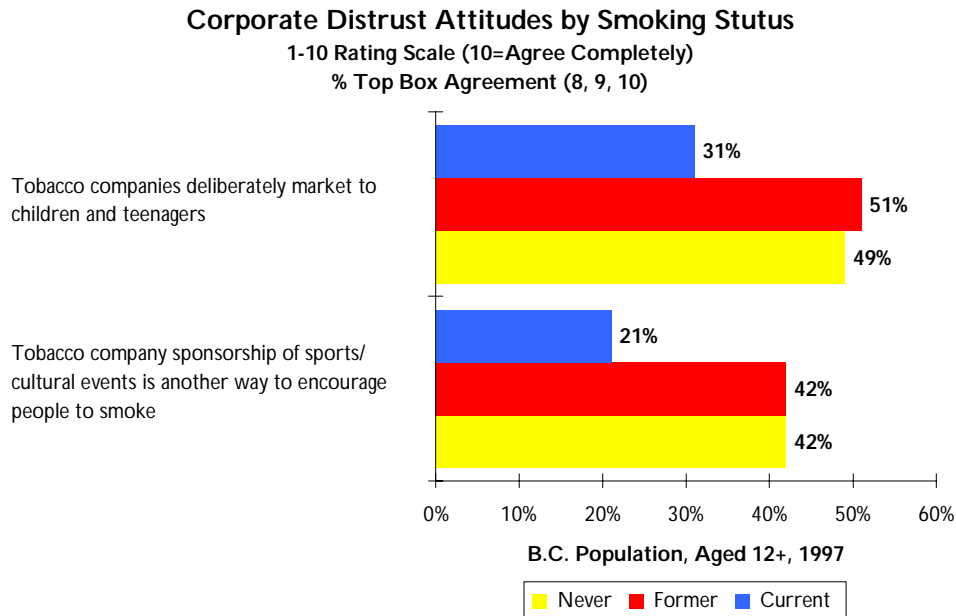


**3.3.4 Corporate Distrust**

We also identified two items regarding the intentions of tobacco companies that are related in the eyes of most respondents. Nearly half agreed with the idea that tobacco companies deliberately target teenagers and children in their marketing strategies, while more than one-third of respondents felt that tobacco company sponsorship of sporting and cultural events was another way of encouraging people to smoke.



Once again, smokers are a bit more charitable toward the intent of the tobacco industry. Without the diluting effect of smokers' attitudes, however, close to half the population voices a high degree of suspicion about tobacco marketing and sponsorship programs.



We looked at a variety of other attitudinal measures, encompassing both direct measures of self-esteem and self-efficacy that had been employed before on other public health surveys as well as some psychographic items that have been useful in understanding consumer behavior and lifestyles. Individually, only a very few of these

items provided much discrimination between current smokers and the rest of the population. Contrary to our initial hypotheses, there was little direct linkage between smoking and low self-esteem or self-efficacy that could not be linked to demographic factors as much as smoking behaviour. We did find, however, that these more personal values were very useful in combination with the more concretely based smoking attitudes to differentiate or segment the population around smoking concerns.

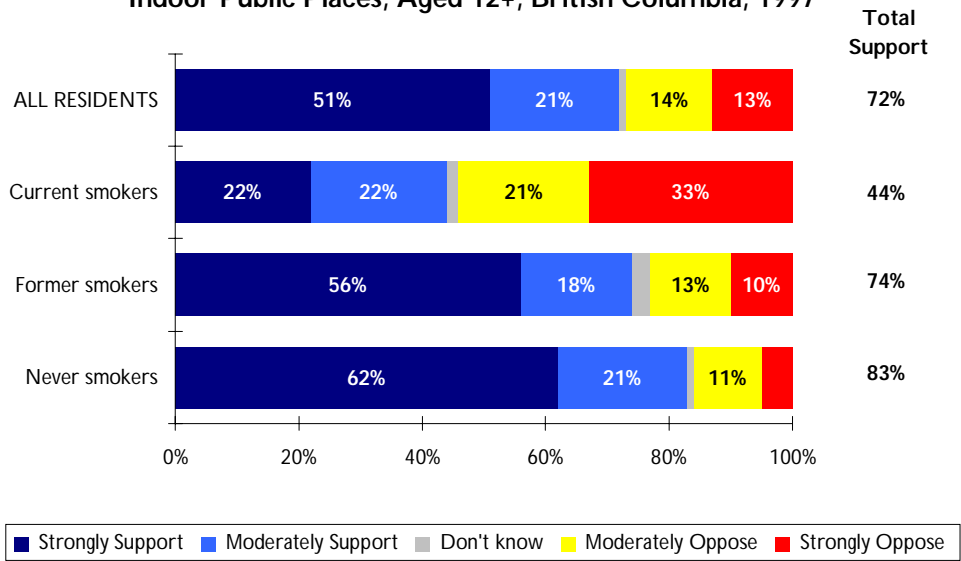
### **3.3.5 Views on Smoking Policy**

The large majority of B.C. residents (72%) supported a bylaw in their community to prohibit smoking in all indoor public places. This support is very strong with 51% strongly supporting and 21% moderately supporting such a bylaw.

Support varies considerably by tobacco use status. Not surprisingly, never smokers show the highest support (83%) while former smokers indicate a lesser degree of support (74%) and current smokers, the least (44%). It is noteworthy that almost one in two current smokers support such a bylaw.

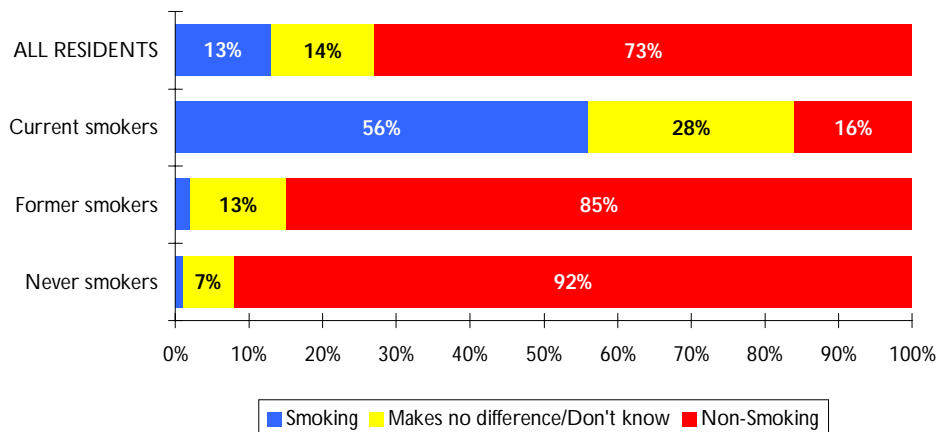
Differences in support by demographic characteristics relate to gender and age. Females are more likely than males to support this bylaw (75% vs. 69%). In terms of age, the youngest age group - 12 to 14 years - is the most likely to support this bylaw (88% compared to 67% to 75% for other age categories).

**Support for Community Bylaw to Prohibit Smoking in All Indoor Public Places, Aged 12+, British Columbia, 1997**



When we ask residents about their preference for smoking or non-smoking sections of a restaurant or bar, we see the following pattern:

**Preference for Smoking/Non-Smoking Sections, Aged 12+, British Columbia, 1997**



The large majority of residents (73%) prefer the non-smoking section. For a small minority it makes no difference (14%) and, similarly, a small minority prefer the smoking section (13%). Smoking behaviour is obviously driving this preference. Never and

former smokers overwhelmingly prefer non-smoking. Surprisingly, only the slim majority of current smokers prefer the smoking section (56%) and in fact, a small minority prefer the non-smoking section (16%).

Similar to support for a bylaw prohibiting smoking in indoor public places, females and 12 to 14 year olds are the most likely to choose the non-smoking section (77% and 90% respectively).

## 3.4 Segmentation Analysis Results

### 3.4.1 Introduction to Segmentation Analysis

The results of the segmentation analysis are described below, beginning with an overview of the statistical procedures that are involved in identifying population segments empirically rather than on the basis of *a priori* classifications such as demographics, region or tobacco usage patterns.

Before proceeding to a review of the segmentation results, we present an overview of how the population at large as well as current smokers, former smokers and lifetime abstainers reacted to some of the key smoking attitude and policy questions that were used as inputs in the segmentation. This is followed by a review of the key traits of each segment and a more detailed discussion of how segments differ on important smoking attitudes and underlying psychographic and demographic traits.

### 3.4.2 Segmentation Approaches to Tobacco Issues and Underlying Attitudes and Values

The previously reported survey findings concerning the use of cigarettes and alternate forms of tobacco (cigars, pipe tobacco and smokeless tobacco) reveal that active tobacco use is concentrated in a few specific demographic groups, with nonuse of tobacco products representing an increasingly entrenched social norm for the majority of the population. To arrive at a more complete appreciation of how tobacco users differ from the majority nonuser population, a segmentation analysis was conducted to group tobacco users and nonusers into groups that shared other traits beyond tobacco usage. As much as possible, the segments were identified using attitudes about smoking that

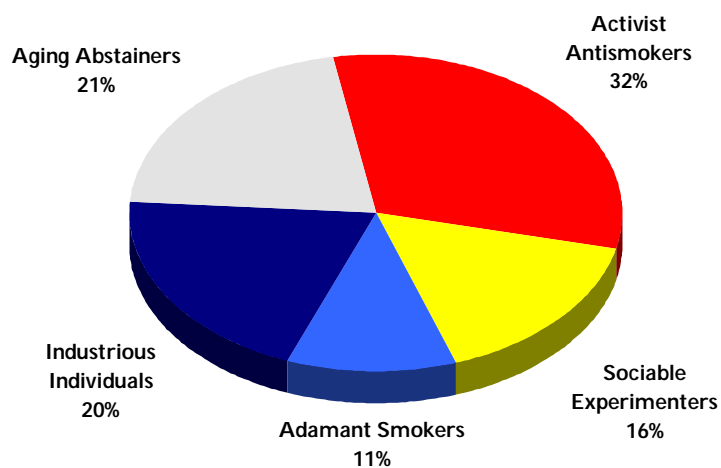
were related to underlying motivations for smoking and perceptions of whether smoking represented an undesirable activity requiring a high degree of social control. In addition to these directly relevant smoking attitudes, a range of personal values and self images were also investigated that might influence smoking related attitudes and behaviours. (Note: the items used in the segmentation analysis may be found in the text of the advanced questionnaire appended to this report.)

The process of segmentation involves several stages. The first step is an effort to determine whether there is any underlying structure to the indicator items chosen. This is accomplished using factor analysis, a complex statistical procedure that identifies underlying linkages between diverse sets of attitude or belief statements. The factor analysis identifies sets of variables that share some underlying commonality. Variables with some common link can be combined as a reduced set of additive indices to serve as input into the cluster analysis phase. This is another set of statistical computations that attempt to sort the survey respondents into groups that share common attitudes and beliefs, identified by their characteristic patterns of responses to the indices constructed from the factor analysis results. Insofar as the process is based on probabilities, the object is to find the best fit or solution to sorting individuals. The classification may fall short of perfection, with a few anomalous respondents assigned to groups where they vary from others on some key trait. However, the technique usually does a remarkably thorough job of picking the group that is closest to an individual respondent's attitude profile. Reported behaviours on other observed dimensions, such as smoking habits or demographic profile, are brought out by cross tabulating the segment solution against the original questionnaire. Typically, several potential segment solutions are reviewed using different predictors and numbers of segments before selecting the one that presents the most meaningful description of the data.

### 3.4.3 Overview of Smoking Related Population Segments

B.C. residents aged 12+ were segmented into five segments with different attitudinal profiles that carry over into their day to day behaviours.

Segment Share of Population, Aged 12+, British Columbia, 1997



Following is a short summary of each of the segments:

### Adamant Smokers

This represents a hard core smoking segment - the majority of this group consists of current smokers, and their attitude profile shows the least acknowledgment of smoking hazards or sympathy for smoking control measures. They represent an older segment whose attitudes about smoking have more in common with those of earlier decades when smoking was viewed as a socially acceptable and harmless activity.

### Sociable Experimenters

This group has a higher than average concentration of smokers, but their age distribution is markedly skewed to the youngest end of the distribution. Nearly half of them are under age 24. Not surprisingly, they have a very distinctive psychographic profile which emphasizes experimentation rather than convention. For the moment, they are more devoted to an active social life and appear to accept smoking as just another lifestyle choice.

As a young segment, their attitudes toward smoking are somewhat contradictory, just as their psychographic profile shows a mixture of anticipation and fatalism. They show some appreciation of smoking hazards, which might suggest good potential for future conversion to former smoker status. However, their attitudes on a number of key policy issues tend to have more in common with the Adamant Smokers than any other segment.

### Industrious Individuals

This is a young to middle aged group with above average educations and upper middle incomes. They have a fair share of smokers in their midst, despite being in agreement with many of the hazards. While they are not apologists for smoking, they show little sympathy for some of the more activist smoking policies and have little suspicion about the motives of the tobacco industry.

#### Aging Abstainers

This group is older and more constrained in their economic prospects than the other groups. They have few current smokers in their midst and acknowledge all of the hazards of smoking and support smoking control initiatives. But they are not likely to be vocal supporters of any cause, given their limited resources and their low sense of personal efficacy and power.

#### Activist Antismokers

This group represents the outspoken elite that would support any virtually any antismoking initiative. They are middle aged and older, highly educated and concentrated in the upper middle and upper income adequacy ranges. They are the most convinced of the hazards of smoking and most suspicious of tobacco companies. While this group has very few current smokers, it has a large proportion of former smokers as well as lifetime abstainers.

### **3.4.4 Demographic and Psychographic Segment Differentiation**

The segments show an appreciable degree of demographic differentiation as a result of the characteristic smoking attitudes and underlying psychographic orientations of different population groups. The table on the next page reports some of the key demographic traits that distinguish between the five segments.

Gender is most prominent in the case of the Sociable Experimenters and Adamant Smokers, who show a slight overrepresentation of males. Conversely, females are over-represented slightly among the Aging Abstainers and Activist Antismokers, while the Industrious Individuals are closer to the balance typical of the population at large.

Age shows some more extreme differentiation, with Sociable Experimenters clustered at the young end of the scale and the Aging Abstainers and Adamant Smokers at the opposite end. Industrious Individuals are planted squarely in the 25-44 range, while Activist Antismokers are more evenly distributed across the adult age groupings.

Indicators of income adequacy and educational attainment point to more extreme differences, notably in the case of the Sociable Experimenters. Their relative youth shows up in their lower educational attainments, since a substantial proportion are in their student years. Aging Abstainers trail the other groups in their educational attainments and income adequacy; given their advanced age, this points to rather limited future prospects. Adamant Smokers represent another older group with low to average attainments. Industrious Individuals have done reasonably well for themselves but fall short of the high educational and income attainments of the Activist Antismokers.

These results suggest that the five segments live in rather different social worlds. The Sociable Experimenters are clearly in a state of transition, given their youth and incomplete educational and financial status. The other groups look as if they have arrived already at the places where they will be staying for the foreseeable future.

Segment Demographics, Aged 12+, British Columbia, 1997						
	TOTAL	Activist Anti- Smokers	Sociable Experi- menters	Adamant Smokers	Industrious Individuals	Aging Abstainers
	(1668)	(481)	(281)	(219)	(342)	(327)
	%	%	%	%	%	%
<b>Gender:</b>						
Males	50	46	58	55	51	44
Females	50	54	42	45	49	56
<b>Marital Status:</b>						
Married	56	64	37	55	59	54
Single	30	23	49	22	31	30
Divorced/Widowed/ Separated	14	13	12	22	9	16
<b>Education:</b>						
Less than high school	21	13	36	27	14	25
High school	22	19	25	23	20	25
Post-high school/some university	34	36	30	32	40	31
University Graduate/ post-graduate	22	30	9	15	25	18
Other/don't know	2	2	<	2	2	1
<b>Income Adequacy:</b>						
Low-Low Middle	13	8	15	15	8	21
Middle	26	18	34	25	25	30
Upper Middle	40	43	34	42	46	35
Highest	21	30	16	19	21	15
<b>Age:</b>						
12-19	10	5	27	6	7	9
20-24	10	9	16	5	11	8
25-44	39	43	31	33	51	30
45-64	26	30	13	34	23	29
65+	15	12	13	22	8	24
<b>Cigarette Smoking:</b>						
Current	22	8	36	61	24	10
Former	30	33	25	24	29	32
Never	48	59	39	15	47	58
<b>No. of Quit Attempts:</b>						
None	40	30	31	50	42	40
<b>AVERAGE</b>	<b>5.4</b>	<b>6.6</b>	<b>7.0</b>	<b>3.5</b>	<b>5.1</b>	<b>7.0</b>

The table below displays the distribution of segments by region. The totals in the table are for population by region. There are only a few differences between the proportion of the general population by region and the proportion of segment populations by region. Compared to the general population, there are a lower percentage of

Island/Coast residents (13% vs. 20%) and greater percentage of Southern Interior residents (23% vs. 16%) in the Sociable Experimenter segment. Within the Adamant Smoker segment there is a lower percentage of Island/Coast residents (14% vs. 20%) and a slightly greater percentage of Southern Interior residents (19% vs. 16%) and Lower Mainland residents (57% vs. 54%) when compared to the general population of B.C..

Segments by Region, Aged 12+, British Columbia, 1997						
	TOTAL	Activist Anti- Smokers	Sociable Experi- menters	Adamant Smokers	Industrious Individuals	Aging Abstainers
	%	%	%	%	%	%
Lower Mainland	54	54	55	57	53	51
Island/Coast	20	22	13	14	24	23
Southern Interior	16	15	23	19	14	14
North	10	9	9	10	9	11

The psychographic profiles of these groups show just as much differentiation, with the Sociable Experimenters tending to stand out the most from the population at large.

Selected Smoking Psychographic Responses, Aged 12+, British Columbia, 1997 (% Top Box Agreement: 8, 9, 10 on 10-point scale)						
	TOTAL	Activist Anti- Smokers	Sociable Experi- menters	Adamant Smokers	Industrious Individuals	Aging Abstainers
	%	%	%	%	%	%
<b>Sociability/Innovation:</b>						
You enjoy life as much as possible today without worrying about the future	41	40	<b>67</b>	45	<b>26</b>	35
You consider yourself to be more experimental than traditional	30	30	<b>61</b>	26	21	18
You are out with friends or at a social gathering most nights of the week	9	7	<b>26</b>	7	5	5
<b>Future Achievement:</b>						
You make sacrifices now in order to prepare for a better future	58	<b>72</b>	<b>70</b>	38	48	48
You pay close attention to what successful people are doing in order to get ahead in life	35	<b>48</b>	<b>57</b>	23	20	21
<b>Fatalism (Key Items):</b>						
You feel everything is changing too fast today	33	23	<b>47</b>	36	18	<b>48</b>
There is really no way to solve some of the problems you have	15	10	<b>22</b>	18	5	<b>27</b>
There is little you can do to change many of the important things in your life	13	5	<b>20</b>	<b>19</b>	6	<b>23</b>
You accept that luck largely determines whether you make it or not in life	11	5	<b>25</b>	13	3	13

The Sociable Experimenters live up to their names in their level of agreement with the statements regarding enjoying life, being experimental rather than traditional or going out with friends most nights (even though only a minority of this group claims to be on the go all the time, they clearly out pace everyone else). Not surprisingly, they put even more importance than the elite Activist Antismokers in paying attention to what successful people do. They also share this group's orientation on sacrificing to prepare for the future. Their "work hard, play harder" ethos is tempered only by some signs of overload on the "everything is changing too fast" dimension, where they match the burnout feelings of the older Aging Abstainers. Interestingly, both of these groups are

the ones most willing to say they can do little to change things things or solve their problems. Of the two groups, the Sociable Experimenters are the most likely (25%) to accept that luck determines their fate.

The other segments are all much less extreme in their enjoyment of the present and the degree of attention they pay to successful people. The Industrious Individuals, in particular, seem the most self assured and the least likely to say that they enjoy life now without worrying about the future. Adamant Smokers, by contrast, are more likely to say they enjoy the present but at the same time admit some of the highest levels of fatalism and doubt in their ability to solve their problems.

These profiles suggest that the middle aged or older groups such as the Industrious Individuals, Adamant Smokers and Aging Abstainers have rather well formed personalities that may be difficult to influence. Sociable Experimenters and Activist Antismokers, by contrast, seem more receptive to innovation and future progress. The elite activists can afford to take a position, since they have the education and level of income adequacy to feel in control of the process. Sociable Experimenters, by contrast, seem to know that they are going to be swept along by events that they have very little control over - while they welcome the new experience, they are much less certain about how to cope with things. While these differences in values and outlook are interesting in themselves, they are more important as an influence on how these segments approach smoking. The next section shows where these segments fall on key smoking issues.

### 3.4.5 Segment Smoking Attitudes

Segment Smoking Attitudes, Aged 12+, British Columbia, 1997						
	TOTAL	Activist Anti- Smokers	Sociable Experi- menters	Adamant Smokers	Industrious Individuals	Aging Abstainers
	%	%	%	%	%	%
<b>Smoke Hazard</b>						
Cigarette packages should have health warning messages on them	85	95	86	39	84	94
The connection between smoking and cancer has been proven beyond any doubt	79	95	79	24	79	85
I am concerned about the health effects of secondhand tobacco smoke	72	94	59	10	68	85
<b>Anti-Smoking Activism:</b>						
People should be at least 19 years old before they can legally buy tobacco products	83	93	75	62	82	89
Cigarettes should be subject to special taxes to help pay for the treatment of smoking-related diseases	68	93	54	14	60	77
Government policies to discourage cigarette smoking will produce health care cost savings that benefit everyone in the long run	61	82	51	15	50	73
The government should sue tobacco companies to recover the costs of treating people with diseases caused by smoking	39	65	35	6	15	45
<b>Smoke Avoidance:</b>						
Non-smokers should be provided with a smoke-free environment at work	86	97	76	51	90	93
I do not mind when people smoke in my presence	32	13	54	76	31	19
People should be able to smoke wherever they want to	9	3	20	31	4	5
<b>Corporate Distrust:</b>						
Tobacco companies deliberately market their products to children and teenagers	46	76	36	11	15	57
Tobacco company sponsorship of sporting and cultural events is just another way of encouraging people to smoke	37	63	26	7	9	51

It is no surprise in the preceding chart that the Adamant Smoker group diverges cleanly from the other segments on virtually every smoking issue, although a majority even of this group are willing to concede that tobacco products should not be sold to minors

under age 19. What is more interesting is that the Sociable Experimenter comes closest to the Adamant Smoker group on a few important issues linked to personal behaviour. The Sociable Experimenters are closest to Adamant Smokers in not minding if others smoke in their presence; there is also a sizable minority (20%) who go along with the idea that people should be able smoke wherever they want. This points to the presence of a minority in this group who are somewhat less than completely convinced about the hazards of smoking or the need for more controls on smoking in public.

Industrious Individuals tend to share the conventional beliefs about the hazards of smoking, but balk at some of the more aggressive anti-smoking measures such as suing tobacco companies. They are also unlikely to have any suspicions about the motives of tobacco companies, in contrast to the degree of youthful cynicism that surfaced on the same issue among the Sociable Experimenters.

This leaves two hard core groups of supporters for anti-smoking measures: the Aging Abstainers and the Activist Antismokers. A majority of the respondents in these groups will support virtually any tobacco control measure. The only point where they are less than solidly behind the program is in regard to the motives of tobacco companies, but half of each group ends to believe the worst about their intentions to market to young people and use sporting and cultural sponsorships to encourage smoking..

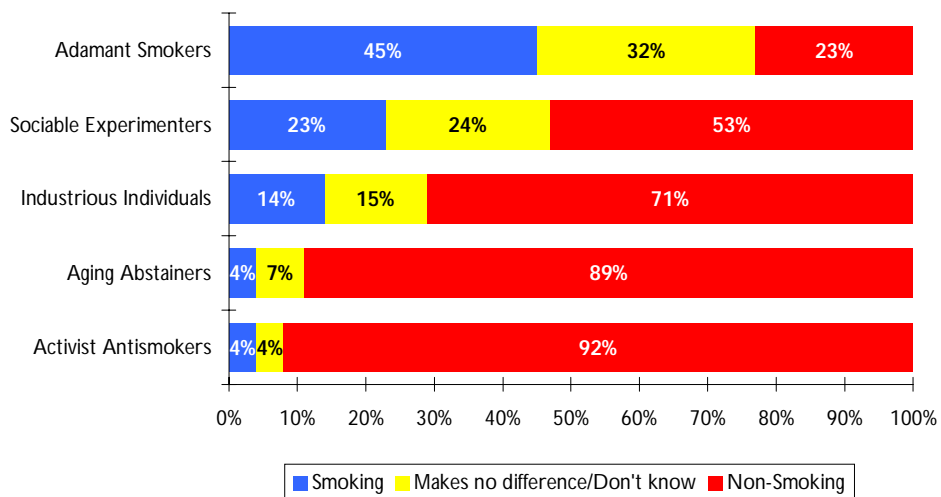
To sum up, then, there are two segments - Activist Antismokers and Aging Abstainers - who are solidly behind almost any tobacco control initiative. Since these groups represent about half of the population, there is a solid base of support for any form of smoking control. The remaining three groups are more problematic in their outlooks. Adamant Smokers can be dismissed for all practical purposes, given their lack of support for the whole rationale of tobacco control. The other two groups - Sociable Experimenters and Industrious Individuals - have some potential as allies to the cause,

even though their members represent a fair share of the smoking population. The bright side is that they “know better” in the sense that they recognize the hazards of smoking and appreciate that smoking has become a largely marginalized activity in the context of the society as a whole. Translating this awareness into more positive support has a ways to go, as the next set of charts showing segment preferences and behaviours show.

### 3.4.6 Segment Behaviour and Views on Smoking Policy

When we ask each segment about their preference for smoking or non-smoking sections of a restaurant or other public accommodation, the results show a surprising pattern:

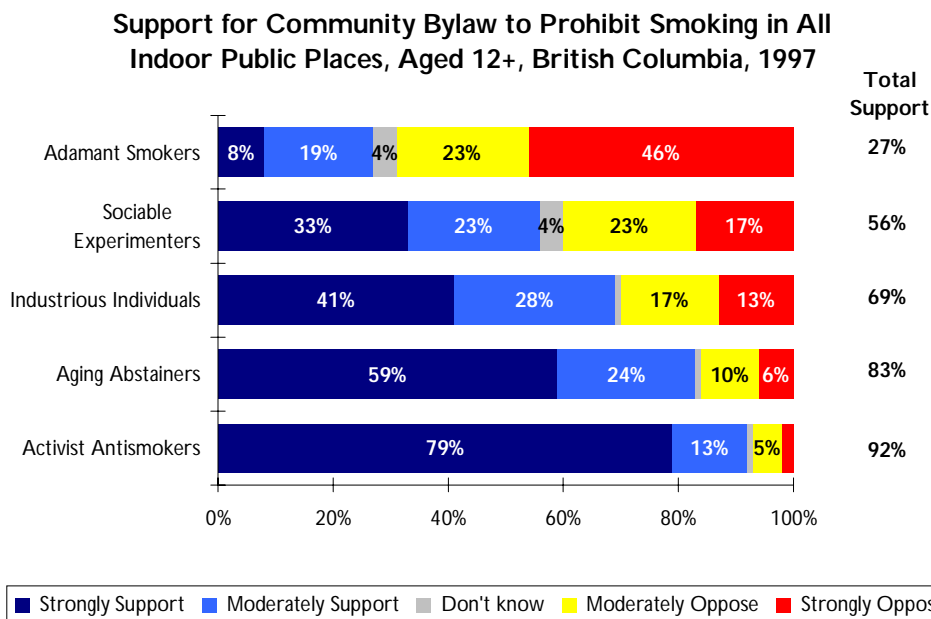
Preference for Smoking/Non-Smoking Sections, Aged 12+,  
British Columbia, 1997



Even the devoted smokers in the Adamant Smoker segment show less than universal preference for the smoking section - a surprising group to show any ambivalence or even a stated preference for being out of the smoke in the non-smoking section.

What is perhaps more surprising is the high degree of tolerance for the smoking section among the Sociable Experimenters. This group is at substantial risk of exposure to secondary smoke, even when they are not among the current smokers. A similar but much less pronounced pattern emerges for the Industrious Individuals, who show at least some tolerance for smoking sections even though their majority preference is to be well upwind from smokers. Only among the two remaining groups is there a nearly total rejection of smoking venues for smoke free environments.

The same segment ranking shows up on the issue of support for community bylaws to prohibit smoking in indoor places:



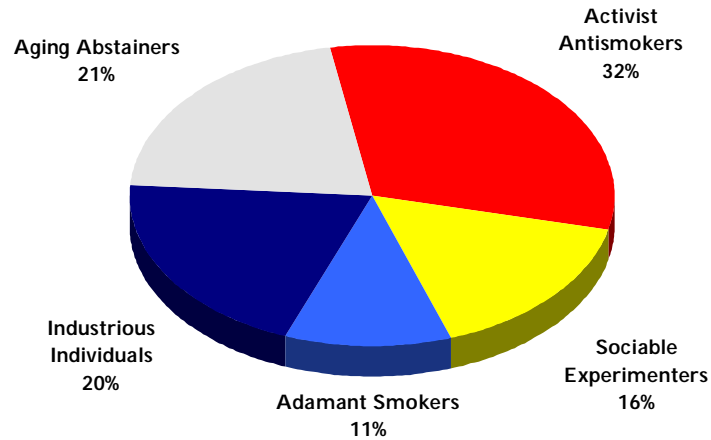
Adamant Smokers provide only minority support, although it is surprising that there is as much support as there is given their overall attitudinal profile. It is the Sociable Experimenter where there is evidence of softer support, even though the bylaw wins by a slight margin - the numbers suggest that there is a strong undercurrent of opposition to smoking control measures in this group. Even the Antagonistic Achievers show more

solid support of bylaw measures than the younger Sociable Experimenters who are probably drawn to the ambiance of smoke filled bars and nightclubs.

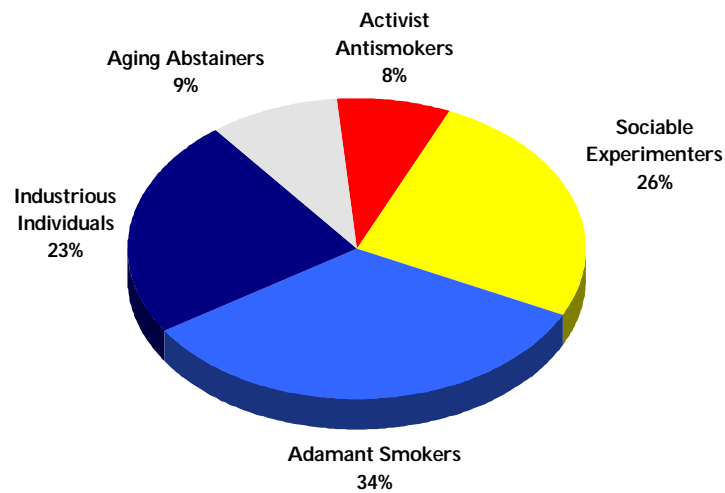
### 3.4.7 Segment Share of Smokers

Given the differentiation in smoking related attitudes, these segments have a much more concentrated dispersal among current smokers. The two graphs below highlight the differences:

Segment Share of Population, Aged 12+, British Columbia, 1997



Segment Share of Current Daily Cigarette Smokers, Aged  
12+ British Columbia, 1997



This is especially evident in the case of the Adamant Smoker segment. While this group is little more than a tenth of the population at large, they account for over a third of the current smoking population. The Sociable Experimenters form another relatively scarce group in the population at large (16%), but they form an important (26%) share of current smokers.

Conversely, the Aging Abstainers and Activist Antismokers together represent more than half of the population at large, but they represent barely one out of six smokers. The remaining group of Industrious Individuals form an in-between group who account for comparable proportions of smokers as well as non-smokers.

### **3.5 Summary & Policy Implications**

The results of the advanced survey investigation have presented some additional insights into the dynamics of smoking in the province of British Columbia. The detailed questions about smoking initiation and subsequent efforts to quit show that smokers in the province have a great deal in common with their counterparts across Canada, at least to the extent that comparable data are available. Starting and stopping smoking is a complex process, mediated by pharmacological as well as psychological and social factors. What does appear to make the most impact on successful quitting attempts is the concern of future smoking related health consequences. While this may be a rationalization, it is perhaps not coincidental that there is a high degree of belief in the health risks of smoking (notably the link with cancer) and secondhand smoke. This connection appears to have undermined any previous social acceptance of smoking with the small exception of an increasingly marginalized group of older smokers who are even beginning to show signs of switching over to the mainstream view.

This would lead one to an optimistic conclusion about the ultimate decline of smoking if it were not for the peculiarities of the segment structure identified by the multivariate clustering of smoking attitudes with underlying psychographic and lifestyle dimensions. The presence of the Sociable Experimenter segment as an important component of the smoking population suggests that the current decline in smoking prevalence may not necessarily be a linear trend that can be extrapolated all the way down to extinction. The Sociable Experimenters differ from the older Adamant Smoker segment in their partial acceptance of smoking hazards, but they are drawn to the behaviour as part of their whole ethos that values new experience, risk taking, experimentation and sociability. Paradoxically, the more marginalized smoking becomes, the more attractive

the behaviour becomes to this group. It is precisely the element of danger and social marginality that keep smoking at the forefront of lifestyle options for this group.

Consequently, this group represents a reservoir of current and future smokers that is continuously being replenished by new birth cohorts every year. While it is tempting to view the members of this segment as being in a transitional phase of trying out various identities prior to settling into adult life, there is a high probability that the smoking habit they acquire during these years will stay with them. Some of the more successful members will move onward and upward and end up in the Activist Antismoking segment (which incidentally has a high proportion of former smokers), but what of the others? If the future is as bleak as some demographers project for the large portion of youth who do not maximize their educational and vocational opportunities, then a self destructive behaviour such as smoking may continue to have some appeal. The most disturbing aspect of this segment is the hint of fatalism and resignation that creeps into their psychographic profile; against this underlying value, the health risk of smoking may seem all too inevitable. Efforts to discourage smoking by stressing the harmful health consequences down the road may have limited effect on a group that already feels powerless to make any meaningful changes to the current situation.

Seven in ten smokers within the Sociable Experimenters have tried to stop smoking in the past year compared to 60% of all smokers. In addition, smokers in this segment have made more quit attempts than the average smoker (7.0 vs. 5.4). The fact that this segment is trying to quit but is largely unsuccessful signals a need for careful intervention to assist them in this goal and combat their attitudes of fatalism.